was that gross financial loss totalled £124,000 representing an equivalent subsidy to consumers of M.M.U. products, while, if profits on imports were subtracted the figure would rise to over £200,000. The commercial aspect of milk marketing is thus completely artificial and dominated by welfare policies. Price policy, even so, has not been powerful enough to even out the immense seasonal fluctuation in production of goats' milk, roughly half the total, and the smaller but still considerable fluctuation of cows' milk.

Meat production is rather more crude. The Government abattoir slaughters all the horned cattle, most of the swine and a considerable proportion of sheep and goats. The commercial transaction between producer and butcher is usually direct. Here once more the small scale and the unspecialised nature of meat production controls all else. The 1956 Census of Agriculture recorded only nine specialist cattle breeders and 94 breeders of swine as compared with over 700 engaged in sheep and goat breeding (in roughly equal numbers). Licensed importers bring in the store cattle which are then usually sold to non-specialist farmers. Feeding standards are as low as with milch cows. There is little incentive to improvement because of the low standard set by the widespread practice of milk producers selling old and diseased stock for butchering. Pig meat and store-bull meat do command a premium but, while some 15,320 horned cattle were slaughtered in 1957-58, the average import rate of stores is only some 3,000. In the same year, 5,000 sheep (of the indigenous poor breeds) and 8,400 goats (mainly those useless for milk production) as well as 7,800 lambs and kids, were slaughtered. The commercial side of meat and, for that matter, hides and skin production, like that of milk, can only be improved as and when the arable sector of agriculture is further developed.

Lastly, we must refer to exports. For some years, the most important exported agricultural product has been the spring crop of potatoes. Some general points concerning the production and sale of potatoes have already been made (Chapter VII, pp. 205-206), but one or two points need expansion here. The main market for pseudo-early potatoes grown in the Mediterranean (harvested in April and May), lies in North-West Europe. During the earlier part of this century, Holland, Belgium and Germany were the most important buyers but, of recent years, the Arran Banner variety, which yields well as a pseudo-early in Malta, has only found favour in Glasgow. By 1955 this dependence on a single main market was appearing dangerous and since that time, as noted by Haesler in 1957 (8), more heed has been taken of consumer demand for other earlier varieties, yellow rather than white fleshed, such as the Eigenhemer. On the marketing side, some important problems remain. The virtual absence of good civilian port facilities and the dependence on lighterage puts up freight costs and discourages shippers. The middlemen and wholesale handling of produce for export is not above reproach while the only worthwhile markets expect good and consistent quality of graded merchandise. Here the deficiencies of even the most commercially sophisticated part of the community can partly negate improved efforts on the part of the producer. Standards set by the home market tend to affect the services rendered to foreign markets and before the latter can be expanded, the former will have to be improved. There is one sector in which a separate break-through has begun. Air freightage of high value for bulk merchandise (which does not include potatoes) can make distant markets accessible to medium-scale individual producers. Thus flowers, plants and seeds are to some small extent being traded by a few growers sufficiently skilled to bypass the mercantile system. This cannot be done by all but it might encourage emulation.

The whole of the marketing organisation is of course organically associated with production and the commercial aspects of production need consideration.

One of the first points that strikes an observer in the Islands is that the production of the different commodities is altogether too concentrated in time. In the case of milk, a traditional organic cycle imposed by crude goat husbandry imposes great financial strains on the centralised agencies. With crops it would seem that traditional fear of risk-taking, rational enough in a peasant economy but antithetical to the whole nature of commercialism, is now hampering